

# BRAND STYLE INSPIRATION

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*How to be Inspired  
Without Being a Copycat*

# Inspiration vs. Copycatting

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## How to be inspired by (but not copy) other brands.

The last two brand style inspiration workbooks ([download here](#)) helped you find brand style and online business inspiration with yourself and outside of your niche.

Now that you've gathered some inspiration pieces, it's time to start developing your own brand look and language. Here are some tips to help you walk the line between being inspired by someone else's brand and being a copycat. (Cause I know you want to show up in the world as 100% YOU!)

### 1) Look beyond the visuals

The designer chose each color, font, and photo on purpose, for a reason. Think about the decisions behind those choices in designs that inspire you. What were they trying to make you feel with that photo or font?

*Do this:* Check out this article about what your brand colors say. <http://bit.ly/OobWr1>

### What colors convey the message you want your brand to send?

Incorporating those colors into your branding instead of colors picked straight from an inspiration piece is the way to go.

Even if you have similar color tastes as other folks in your niche (all health coaches seem to love green) then you can tweak those color choices a bit by using different shades/tones.



Use Color Schemer to lighten/darken your color palette

<http://www.colorschemer.com/online.html>

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## 2) Be yourself

Being yourself is the best way to ensure that you're being 100% you.

*Do this:* Visit these sites and notice how they make you feel at first glance.

Marie Forleo <http://www.marieforleo.com/>

Follow Your Feel Good <http://followyourfeelgood.com/>

Tonya Leigh <http://tonyaleigh.com/>

Now look closer at the personal details that are incorporated into each site.

*Marie's photos showcase New York, her dog, and dance moves.*

*Follow Your Feel Good is very textural and has a lot of animals (she loves nature).*

*Tonya's site includes photos of her in Paris and quotes from Audrey Hepburn.*

What personal elements can you incorporate into your branding to set you apart from both your inspirations and everyone else in your niche?

## 3) Put on blinders. Protect yourself from rogue inspiration.

Once you begin the creative process and start putting together logos or writing copy for your website, you need to stop looking for inspiration from the outside world.

Put away all the examples you've collected and give yourself space to let your creativity and imagination take over. Only you know how to be you.

I hope this worksheet has your brain buzzing with inspiration.

If you want to chat about your unique brand come on over to the next Open Office Hours. For details, [click here](#).

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If you love what you've learned to do with this workbook come on over to [Jewels Branch Creative](#) and get to know me better {[Christie Halmick](#)}. I help women learn branding, content strategy, design, and marketing skills for their online businesses.

#### GET IN TOUCH

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